

**PHILIP MORRIS U.S.A.****INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Mr. E. Herald

DATE: January 4, 1989

FROM: Jerry Isaacs

SUBJECT: Request for Production of Consumer Test Cigarettes

Purpose: Project Art: Identified Merit Free 85mm Non-Menthol ad/pack test.

Cigarettes: Blend Code	<u>M58</u>
Cigarette Name	Merit Free
Blend	Control - Merit Non-Menthol
Filter Color	White
Tipping Appearance	Two gold rings
Color Identifier	Small red circle on back of pack-center
Paper	Unmarked

Packages: Identified Merit Free 85mm Non-Menthol

Carton: Plain White

Quantities: Blend Code M58  
Total 127 cartons

## Time

Schedule: We would like these cigarettes made as soon as feasible and shipped to Marketing Information Systems Inc. Please send 1 carton to Mr. C. Rowe as soon as product has been manufactured.

## Shipping

Instructions: 120 cartons to Marketing Information Systems Inc.  
100 Sylvan Avenue  
Englewood Cliffs, NJ 07632  
Attention: Zack Apkarian2 cartons to C. Bates - NYO  
2 cartons to J. Isaacs - NYO  
2 cartons to J. Warren - Richmond

Total 127

## Product

Designation: M58

Account No. 043-120-910-24

cc: C. Bates  
K. Eisen  
C. Levy  
K. MillerB. Schuyler  
J. Scully  
L. Suwarna  
J. Whitman  
J. Zoler

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